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Executive Director
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July 27, 1998

TO: Mike Vitkiewicz, Manager
Special Assessments Unit
Office of the City Clerk

FROM: Kerry Morrison
Executive Director
Hollywood Entertainment District

SUBJECT: Second Quarter Report
April 1 through June 30, 1998

As is required in our Agreement with the city of Los Angeles, I am submitting our Second Quarter Report to summarize key activities of the Hollywood Entertainment District. The second quarter has been focused upon initiating marketing projects, taking advantage of the HCIP funds we received from the MTA/CRA. We've also lent assistance to the Phase II Steering Committee to facilitate the expansion of the Hollywood Entertainment District.

I. Operational Issues

- ▶ Nathan Barr, representing the Musicians Institute property, resigned from the board due to a change in career plans that will take him to Northern California. The Board voted to fill the remainder of Barr's term with Jeff Rouze, representing the El Capitan property.
- ▶ Three new honorary directors were appointed for the coming year: Captain Connie Dial of the Hollywood Community Police Station; Earl Lestz from Paramount Pictures and Leron Gubler from the Hollywood Chamber of Commerce.
- ▶ A general informational meeting for all property owners was held on May 28 at the El Capitan office building.

II. Security

- ▶ Preliminary discussions were had with the MTA and the CRA

relative to the prospect of the HED assuming responsibility for security patrol along the MTA transit corridor (LaBrea to Western). The city desires HED to use Burke ESI as the vendor because of Burke's proven effectiveness. The Board indicated a willingness to take on this responsibility.

III. Maintenance

- ▶ The contract with the Hollywood Beautification Team expired on April 30, 1998. Under the guidance of the Streetscape Committee a one year amendment was negotiated which deploys the day maintenance worker for a longer period each day during peak seasons (e.g., summer, Winter holiday and Spring Vacation).

IV. Streetscape Issues

- ▶ The city of L.A. Bureau of Engineering sent their initial approval for Street Dining permits to the HED to coordinate the final stages of helping six cafes receive their permits. HED helped each one get their waiver of damages notarized and facilitated a meeting with a quality street furniture distributor to encourage them to upgrade their street furniture. Quality street furniture is required by the HED in order to secure HED endorsement for the street dining permit. Next steps involve submitting proof of insurance and recording all documents with the County Recorder.
- ▶ The HED facilitated a meeting between city officials (Bureau of Public Works, CD-13, CRA) and Chamber and Norman Bench Advertising regarding the feasibility of removing the "rent-a-benches" from the BID area, and replacing them with 16 wrought iron benches that remain in storage in a Hollywood Beautification warehouse. There are myriad procedural, legal and contractual hurdles that must be crossed before this can be accomplished; but the Streetscape Committee wants to proceed to see that the rent-a-benches are removed.
- ▶ The first in a series of community streetscape input sessions was held on June 30 at the Assistance League. This input will be used by the consultant, Melendrez and Associates, to develop the "Hollywood Boulevard/Vine Street/Highland Avenue Pedestrian Oriented District Plan."

- ▶ The HED facilitated several meetings to discuss street lights on Hollywood Boulevard. Invited were the Bureau of Street Lighting, the CRA, Hollywood Beautification Team, CD-13, Hollywood Chamber of Commerce. From these meetings, it was discovered that the Street Lighting District ends at Sycamore and no one knows who is paying the electric bill from Sycamore to LaBrea. Additionally, in this Sycamore/LaBrea stretch, the street lights are "non-standard" fixtures and questions regarding future maintenance accountability were raised. It was also learned that the Hollywood Boulevard property owners pay a street lighting assessment which is three times the average in the city. Further, the street lights are approximately 40 years old. These meetings will continue into the next quarter.
- ▶ The Board authorized a letter to be sent to the MTA supporting an accelerated street and sidewalk restoration process during the late fall, early winter. The Board supported a two-shift work schedule which would ensure that the MTA would be off the Boulevard in half the time.

V. MTA/CRA Grant

- ▶ The Marketing Committee recommended that \$25,000 be forwarded to the Foundation House Transitional Group to support their Hollywood Homeless Outreach Program for the 98-99 fiscal year. This spending category was consistent with the contract between HED and CRA which established a scope of activities for the \$500,000 grant from the MTA's HCIP program. However, shortly after the HED announced this decision, MTA staff disallowed this funding category.
- ▶ At the request of Councilmember Goldberg's office, the Board authorized \$10,000 to serve as a co-sponsor of a Design Charrette for Hollywood Boulevard scheduled for the fall of this year. The Charrette will, among other objectives, invite renowned architects to Hollywood and each will be assigned one design project — a parcel, building or streetscape.
- ▶ Economics Research Associates (ERA) hired to perform benchmarking analysis for HED. They will document data for 1996 and 1997 in the following areas: commercial and retail lease/occupancy rates; pedestrian counts; sales tax revenues;

attraction revenues; demographics; building permits and new construction. They surveyed businesses in the HED to compile some of this data. The survey will be completed in Quarter III.

VI. BID Expansion

- ▶ The HED and the city of L.A. entered into an Agreement to accept \$30,000 in seed funds to support the Phase II expansion effort. The HED has set up a bank account for the Phase II Steering Committee and will use these funds to pay the consultant, Lee Strong/Downtown Focus.
- ▶ The petition drive was completed on June 16 when petitions representing 54 percent of the assessment in the Phase II HED were submitted to the City Clerk for verification.
- ▶ The law firm Sheppard, Mullin, Richter and Hampton LLP are providing pro bono legal assistance to the HED on issues related to the expansion of the District. In particular, the firm is assisting with the revision of the HED bylaws and is monitoring Prop 218 compliance.

VII. Other

- ▶ Representing the HED, Kerry Morrison attended the annual planning retreat for the Hollywood Chamber of Commerce during the first weekend in April.
- ▶ Morrison represented the HED at the Chamber's annual Tourism Week exhibition on May 7 at the Hollywood Entertainment Museum.